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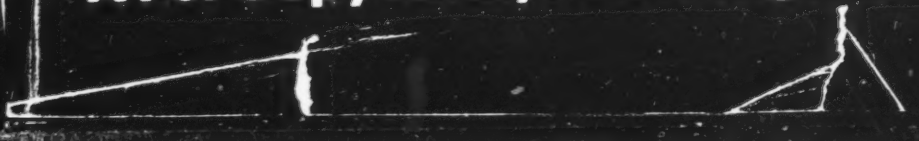
Folio 400 PREVIEW

A Per Copy Analysis of Magazine Performance



SEPTEMBER 1984 VOL. 13 NO. 9

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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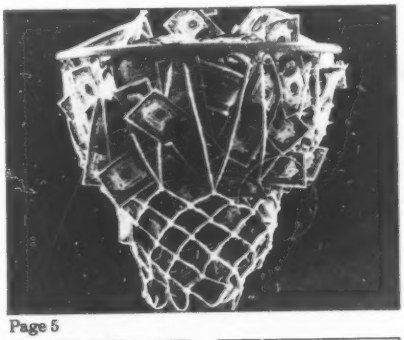

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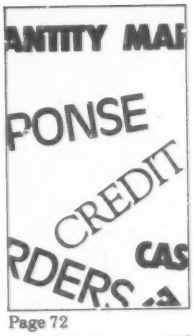

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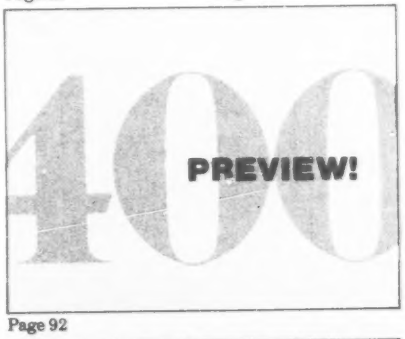

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Management

Pre-tax profits reach 10.89% in 1983, MPA/PW survey reveals

New York City—Average magazine pretax operating profits as a percentage of revenues reached 10.89 percent in 1983, up from the 8.76 percent recorded in 1982, according to the Magazine Publishers Association/Price Waterhouse Survey. Figures were submitted by 154 publishers in the 1983 survey, compared with 192 in 1982.

Assuming corporate taxes of 46 percent, the survey finds net income for the participants in 1983 was 5.88 percent. This also is up from the 1982 figure, in which net income was 4.7 percent.

For the first time, the survey shows, more than 50 percent of the respondents' revenues were contributed by circulation, rather than by advertising. According to the survey, 49.87 percent of the publishers' 1983 revenues were derived from advertising, and 50.13 percent from circulation. In 1982, net advertising revenues contributed 50.19 percent to total revenue and circulation contributed 49.81 percent.

It should be noted that the revenue recorded from advertising is net advertising—that is, after agency discounts are deducted—whereas the circulation revenue tallied is gross revenue, without any discounts taken out.

Gross subscription revenues rose very slightly in 1983, to 33.70 percent (from 33.32 percent in 1982), while the percentage of total revenue contributed by gross single-copy sales was almost unchanged, 16.43 percent in 1983 compared with 16.49 percent in 1982.

Total magazine costs dropped in 1983, to 89.11 percent of total revenues, thus permitting the 10.89 percent of pretax operating profit. In 1982, total magazine costs were 91.24 percent of total revenues, and in 1981, they were 91.03 percent.

Advertising, circulation and editorial costs continued to increase slightly in 1983 compared with 1982, although manufacturing and distribution expenses, other operational costs and administrative costs all showed declines for the year.

(Continued on page 17)

Summary of responses to MPA financial surveys, 1981-1983

(Amounts expressed as a percentage of total magazine revenues)

	1981	1982	1983
Total number of magazines reporting	170	192	154
Revenues			
Net advertising revenues	51.08%	50.19%	49.87%
Gross subscription revenues	33.30	33.32	33.70
Gross single-copy revenues	15.62	16.49	16.43
Total magazine revenues	100.00%	100.00%	100.00%
Costs			
Advertising expenses	8.21%	8.80%	9.15%
Circulation expenses	24.58	24.74	25.06
Editorial costs	7.75	8.24	8.40
Manufacturing and distribution expenses	41.07	39.51	36.91
Other operational costs	2.66	3.37	3.27
Administrative costs	6.76	6.58	6.32
Total magazine costs	91.03%	91.24%	89.11%
Operating profit (before taxes)	8.97%	8.76%	10.89%

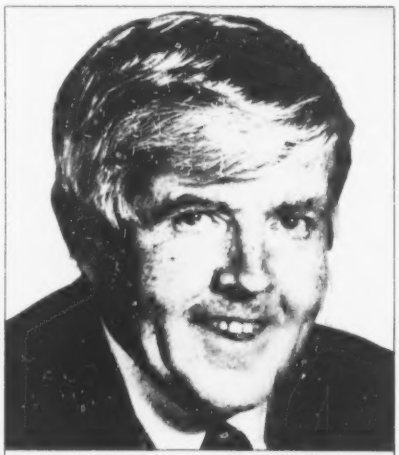
SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

Supreme Court keeps restrictions on use of currency in graphics

Washington, D.C.—With a nod toward the First Amendment, the U.S. Supreme Court eased the rules concerning the depiction of currency or U.S. securities by publishers. But because the Court reaffirmed restrictions on using actual size and color photographs of currency, the ruling is not likely to send publishers rushing to print pictures of money, according to legal experts. It may, however, leave open to challenge a similar law forbidding advertisers to portray currency.

The Court, in ruling on a challenge to currency reproduction rules brought by Time Inc., said that the publisher's purpose in showing pictures of money was irrelevant. In so doing, the Court threw out a section of the disputed Federal law, intended to control counterfeiting, that banned prints, photographs or impressions of U.S. currency or securities, except for "philatelic, numismatic, educational, historical or newsworthy purposes," on grounds that the limitations collided with freedom of speech and of press.

But the Court left intact a require-



New columnist: page 153

In this issue, Walter Joyce, a consultant to publishers in the areas of marketing and promotion, begins a new column on sales promotion. Joyce had been senior vice president for promotion at *Playboy*, and has also served as promotion director of *The Saturday Evening Post, Psychology Today, Careers Today, Intellectual Digest, Games*, and *Fortune*.

jury awards against losing media companies averaging more than two million dollars.

With a libel suit costing from $300,000 to $400,000 to litigate, according to one attorney, the ramifications of ordering a plaintiff who brings a questionable suit to pay the other party's costs are powerful. But the legal weight against such a sanction is also substantial—thus the narrow chance of success.

"In British law, it's the prevailing practice for the winning party to get attorney's fees. The American tradition is not to allow that except in extreme cases," says Henry Kaufman, general counsel of LDRC. "The American tradition is also very strict in limiting cases where a successful defendant can turn around and sue the plaintiff for bringing the case"—as when a publisher countersues a plaintiff on grounds that the libel claims were meritless.

"The chances of a defendant obtaining legal fees are very small," seconds Robert Sack, an attorney with Patterson, Belknap, Webb & Tyler, who is experienced in press law. "The courts are interested in keeping doors open for people filing complaints. They're afraid that if people may have to pay fees, they won't file complaints."

A number of media companies have sought such remedies in recent years, Kaufman said, but few have been successful. Time Inc. did receive a monetary settlement of attorney's fees in 1980, after successfully defending itself against a libel suit brought by Synanon. Time's award, however, was based on alleged abuses of the judicial process by Synanon during litigation, rather than on the actual merit or frivolity of the libel suit.

Dow Jones was granted $50,000 in partial attorney's fees after winning a non-libel suit brought against *Barron's*, a financial weekly. The suit charged that *Barron's* had leaked advance word of a negative story about a company to investors. The trial judge dismissed the case in 1978 for lack of merit and said Dow Jones could seek attorney's fees from the losing party. The decision was upheld last year on appeal, although the appeals court set a rigorous test for finding the suit meritless.

Although the *Barron's* decision did not involve allegations of libel, Ed Smith, an attorney specializing in press law, said it could have implications for a libel action because it pertained to something that had been published.

The consensus among media lawyers contacted by FOLIO was that, for a publisher to collect attorney's fees, the conduct by the suing party would have to be particularly egregious or the charges exceptionally frivolous.

"What we need are a couple of cases where a frivolous libel suit is brought and a judge gets courageous, does some pioneering in the law and says it's time to put a stop to litigants bringing malicious libel suits," says Johnston.

Until that turning point comes, "merely a good, vigorous defense may do something to dissuade the filing of suits," concludes Sack.

MPA/PW survey

(Continued from page 5)

Assessing operating profits as a percentage of revenue by magazine category, the category with the highest percentage, 13.26 percent, was the over-two-million-copy circulation group, surpassing the weekly/biweekly category, which has had the highest percentage in the past. The weekly/biweekly category was right behind the two-million-copy category in profit as a percentage of revenue, with 13.02 percent. Both figures were higher than the percentages recorded for these two groups in 1982, however, when the two-million-copy category had an 11.31 percent pretax profit and the weekly/biweekly category had 11.64 percent.

The category with the poorest pretax operating profit performance in 1983 was the 250,000 to 500,000 circulation group, registering a 4.05 percent operating loss. This was slightly better than the 5.94 percent operating loss this group showed in 1982, however.

Analyzing pretax profit by annual advertising revenue categories, the group with the highest percentage of profit was that with $10 million to $20 million in ad revenues, with a 12.77 percentage of profit. This category was closely followed by the over-$20-million group, which had a 12.15 percent profit rate as a percentage of revenues. The group with the poorest percent profit showing was the one million-dollar to two million-dollar ad revenue category, which registered an 8.45 percent pretax operating loss as a percentage of revenue.

Briefs . . .

Much interest in buying Billboard Publications, Inc. is being expressed by big companies, according to an executive at Morgan Stanley & Co., the investment banking firm handling the sale. "The company is being looked at by very large corporations—some magazine publishing companies and some multinational Fortune 500 companies," the source says. "There is no one typical potential buyer." Billboard is "doing well and is becoming very important with its diversification into video," he adds. The only reason the company is being sold, he said, is that the president, William Littleford, is retiring. The Littleford family owns most of the company. Some top executives also have ownership. Along with *Billboard* and a related informational network, the company owns *American Artist*; *Musician Magazine*; a trade magazine group that includes *Photo Weekly*, *Interiors* and *Amusement Business*; and a book publishing unit with book clubs. Morgan Stanley also handled the sale of *U.S.News & World Report* to Mortimer Zuckerman.

Emilio Filippi, founder and director of Hoy magazine, of Santiago, Chile, was named International Editor of the Year by *World Press Review*. The award, presented annually since 1975, honors

Pre-tax operating profits (losses) in 1983

(as a percentage of total magazine revenues by magazine category)

Less than 250,000	250,000-500,000	500,000-750,000	750,000-1,000,000	1,000,000-2,000,000	over 2,000,000	Weekly/bi-weekly	Not-for-profit
9.54%	(4.05%)	7.40%	9.49%	9.66%	13.26%	13.02%	8.58%

SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

Pre-tax operating profits (losses) in 1983

(as a percentage of total magazine revenues categorized by annual advertising revenues)

Under $1 million	$1- to 2-million	$2- to 4-million	$4- to 10-million	$10- to 20-million	Over $20 million	Not-for-profit
.92%	(8.45%)	1.32%	7.79%	12.77%	12.15%	8.58%

SOURCE: PRICE WATERHOUSE/MAGAZINE PUBLISHERS ASSOCIATION

more you work in a place, it seems, the less your aesthetic judgment is trusted," Paul concluded.

•Don't cry "wolf" too many times. Paul said this is important to remember because artistic people are traditionally considered to be especially temperamental. He advised that art directors and other art-oriented staff members not argue every little point, but save their arguments for matters they consider important.

•Don't present a lot of ideas for, say, a cover, and don't present ideas you're not willing to use. Paul said sometimes an art director presents a cover idea he really likes along with an idea he figures is so bad the superior will have to pick the cover the art director prefers. Paul said that sometimes this strategy backfires, and the superior picks the bad cover.

(See Point of View, "Art/editorial: Promoting a team spirit," page 180, this issue.)

Paper use jumps 8% with strong economy, MPA study reveals

New York City—Publishers report a hefty increase in paper usage for 1984, according to a recent Magazine Publishers Association (MPA) survey, reflecting the expansive economy and strong advertising sales that have fueled the domestic paper crunch.

The 83 publishers surveyed said they expected to use about 1,480,000 tons of paper in 1984, 8 percent more than the 1,369,000 tons used during 1983 and well above the average expected paper use growth rate of 2 percent to 4 percent. For 1985, the publishers projected that paper usage would increase to 1,540,000 tons, a 4.7 percent increase from the 1984 tonnage.

Publishers contacted by FOLIO said their paper usage was in line with the increases reported in the MPA survey. "There's a good advertising climate, and if it keeps booming, as people seem to think it will, that means larger books and more paper," according to one executive.

"By and large, our increase in paper usage is advertising-driven," says Peter Diamandis, president of CBS Magazines. He said the company's advertising and editorial pages are up 6 percent overall, on par with 1984's 5.5 percent increase in paper usage at CBS. Within the stable of CBS publications, certain "star" magazines, such as *Audio*, *Cuisine* and *Road & Track*, were responsible for much of the increased advertising, while others were "just holding their own," he says.

At McGraw-Hill, 1984 paper usage will exceed the 8 percent rise reported by the MPA survey, according to an executive there. He attributed the growth to increases in special issues, the addition of new magazines, and increased advertising linage.

Irving Herschbein, director of manufacturing and distribution for Conde Nast Publications, said the year's 8.4 percent increase in paper usage at Conde Nast reflected increased advertising pages, matched by additional editorial to maintain a proper advertising/editorial ratio. Circulation growth accounts for only a small percentage of the

MPA paper survey 1984

	1983 (actual)	1984 (projected)	% change from previous year	1985 (projected)	% change from previous year
Total tonnage	1,369,596	1,479,767	+8.0%	1,549,230	+4.7%
Coated/uncoated					
Coated					
Groundwood	1,012,786	1,100,706		1,159,748	
Free	130,936	139,667		145,043	
Total	1,143,722	1,240,373	+8.5	1,304,791	+5.2
Uncoated					
Groundwood	200,829	214,077		219,343	
Free	25,045	25,307		25,096	
Total	225,874	239,384	+6.0	244,439	+2.1
Groundwood/free					
Groundwood					
Coated	1,012,786	1,100,706		1,159,748	
Uncoated	200,829	214,077		219,343	
Total	1,213,615	1,314,783	+8.3	1,379,091	+4.9
Free					
Coated	130,936	139,667		145,043	
Uncoated	25,045	25,307		25,096	
Total	155,981	164,974	+5.8	170,139	+3.1

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION

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increase in paper use, he said, "whereas a 10 percent to 20 percent increase in ad pages has a significant impact" on paper consumed.

The hike in advertising pages and competition for paper from the burgeoning catalog industry have strained domestic paper supplies and caused publishers to operate with smaller inventory cushions—nearly a third of the publishers surveyed by MPA said their paper inventories were running below normal, while 4 percent said they had higher-than-normal inventories.

The MPA survey showed little change in the weight of paper used. The use of 36-pound and lighter paper, currently accounting for 49 percent of total tonnage, is projected to remain level in 1985. The use of 38- to 40-pound paper is expected to be stable at about 27 percent in 1984 and 1985, while 43- to 50-pound paper will remain level at 13 percent. Use of 60-pound and heavier weight paper is expected to decline slightly in 1985 to 11.5 percent from 11.8 percent in 1984.

Coated groundwood remains the most widely used grade of paper for magazines, accounting for about 74 percent of tonnage in 1983-1985. In 1983, 1,013,000 tons of this stock were used. In 1984, 1,101,000 tons, an increase of about 8.5 percent, is predicted; 1,160,000 tons are projected to be used in 1985, an increase of 5.2 percent over this year.

Thirteen, or 16 percent, of the publishers questioned said they are planning to move to a narrower roll size in 1984, reflecting moves to cut paper and mailing costs by trimming page sizes.

Most of the publishers use offset printing—about 70 percent of those surveyed said they used this method in 1983 and expect to use it through 1985. Gravure will be used on approximately 26 percent of total tonnage for the 1983-1985 period, while use of letterpress will decline to about 1 percent, the survey said.

Percentage of paper usage by basis weights/printing processes

Basis weights	1983	1984	1985
34 lbs. & below	36.1%	34.4%	34.4%
36 lbs.	14.4	14.6	14.4
38 ibs.	1.6	1.8	1.8
40 lbs.	23.6	24.8	25.2
43-50 lbs.	12.2	12.7	12.7
60+ lbs.	12.1	11.8	11.5

Printing processes	1983	1984	1985
Offset	72.4%	70.7%	72.6%
Gravure	26.6	27.4	26.4
Letterpress	1.0	1.9	1.0

Inventory
Fifty-three publishers (64 percent) reported a *normal* inventory level.
Three publishers (4 percent) reported their inventory level was *above normal.*
Twenty-six publishers (32 percent) reported their inventory level was *below normal.*

Roll size
Thirteen of the respondents (16 percent) are planning roll size changes to narrower sizes in 1984.

SOURCE: MAGAZINE PUBLISHERS ASSOCIATION

Unseen cost of mistakes is major expense for printers, publishers

Hanover, N.H.—The true cost of fixing a printing mistake for a printer, and ultimately for his customers, can be many times greater than what the cost appears to be on the surface, a Graphic Communications Association (GCA) subcommittee has found.

John W. Pugsley, vice president and director of human resource development at Dartmouth Printing Company and co-chairman of the GCA Cost of Quality/Zero Defects Subcommittee, says when the true cost of a printer's mistake is taken into account, preventive measures to avoid mistakes suddenly become cost-effective.

In a recent interview, Pugsley recounted a hypothetical case to illustrate the problem:

A publisher one month asks his printer for 10,000 extra copies of his 84-page magazine for distribution at a trade show. The publisher also wants the show copies to be printed on 60-pound free sheet instead of the 40-pound groundwood paper usually used for the magazine.

The day before the show opens, however, the publisher discovers that the extra 10,000 copies were printed on the 40-pound paper. He immediately calls the printer and demands that the job be redone with the correct weight paper.

The printer runs off the 10,000 show copies again, but this time he makes an error not with the paper, but in figuring out how much the mistake has cost him.

The printer adds up the visible costs of the second run—the costs of material and direct labor to make new plates, run off the 10,000 magazines, bind them, handle and ship them—and comes up with a figure of $4,400.

In reality, however, $4,400 is only a fraction of the cost of the mistake, because the printer fails to take into account all the normally unrecognized costs of rectifying such an error.

There is overtime paid because the stitcher machine was booked to capacity for normal work, but the show copies had to be done on a "rush job" basis.

The company representative, scheduling staff, the plant manager and even the owner had to do extra work to fix the mistake so the cost of their time should be included.

Someone from the plant, probably a vice president of sales, flew to the magazine's home office to smooth the feathers of the publisher. The cost of the trip includes the cost of the airline tickets, a luncheon with the publisher and the time of the vice president, as well as the time of the local sales representative, who also tags along.

An indirect cost is incurred when the normal time for increasing the printer's fee rolls around. The printer had planned to announce a 3 percent price increase, but decides to increase his price by only 2 percent because the publisher is already upset because of the mistake and may be thinking of taking his business to another printer.

If the publisher asked another printer to print the 10,000 show copies after the mistake, he may already have developed other contacts. He may choose to use another printer, not just for his magazine but for his other publications.

Other unrecognized costs to the printer include the cost of the extra management time, the employee overtime and the air freight shipping that the printer now uses to make sure there are no more mistakes or missed deadlines affecting the miffed publisher.

Pugsley said that, when the committee added up both the recognized and normally unrecognized costs in the hypothetical case, it arrived at a total expense of $50,490, which is 11.5 times what the printer originally thought the mistake cost him.

Admitting that the case was not a real one, Pugsley says, "if the multiplier is 10, 11, 12 or only five, that's still a hell of a big number."

Because most business costs a

THE FOLIO:400 PREVIEW:

Per copy analysis

This preview of The Folio:400 covers per copy analysis by ad revenue, ad pages and circulation revenue only. The complete Folio:400 will be mailed in October.

Comparing magazine success is impossible without some sort of common denominator. Until recently, the media community not only has not had such a common denominator; it has been operating with tools that are easily misleading.

Many members of the media community have made the assumption that the most important basis of success in magazine performance is dollar ad revenue (*e.g.*, one magazine with $20 million in ad revenue one year is more successful than another with $10 million). In some cases, a slightly more sophisticated approach—ad revenue per category—has been used as a basis of comparison (*e.g.*, one magazine that carried $3 million in advertising in liquor pages is compared to another that carried $4 million in the same category).

These commonly used measurements may be the accepted benchmarks, but they are not the most useful. Because of a variety of factors (circulation, frequency, editorial coverage, etc.), one magazine is not necessarily comparable to another.

In searching for a media buyer common denominator, one often hears of cost-per-thousand readers. But this measurement is buying oriented, not performance related. It doesn't tell the publisher, in a way that can be counted and measured, how effective his or other magazines have been in persuading the ad community to purchase space in them.

How can a publisher compare *Time* and *Playboy*, for example? They have different frequencies and very different circulations. Looking at this year's Folio: 400 figures (based on 1983 performance), publishers see that *Time* carries $299 million in ad revenue and *Playboy* carries $60 million. On the surface, this tells a publisher that *Time* appears to be almost four times more successful because it earned four times more ad revenue in 1983 than *Playboy*. However, *Time* is published four times more often and has a different circulation. (*Time* has a circulation of 4.7 million and *Playboy* 4.2 million.) A common denominator is needed to take into account the different frequency and circulation figures.

A publisher or advertising executive can realistically compare these publications by examining advertising success on a copy-by-copy basis—titled ad revenue per copy analysis. Traditionally this measure, although easily derived, had never been used.

Although it is known that a reader pays, say, $1.50 for a specific issue of a magazine on a newsstand, it has not been known how much the ad community has spent, as an aggregate, to reach that reader. A magazine that gets $1.50 from the reader for each copy and 37 cents from the advertiser for that same copy is heavily circulation oriented. It either hasn't yet or can't sell that editorial package to advertisers. However, if that same magazine had $2 in revenue from advertising for that copy, it would be clear that the advertising department has been very successful in persuading the ad community of the value of reaching the magazine's readers.

Once learned, the insight provided by an ad revenue per copy analysis is a far more accurate barometer of a publication's advertising health and its competitive position relative to other magazines in its category and in the industry as a whole.

Two years ago, Jay Walker, then research director for FOLIO, recognized the limitations of ad revenue and circulation revenue numbers as tools for comparative analysis. He elected to report these common denominator measurement tools to the media community for the first time in the 1983 Folio: 400, which covered 1982 performance.

With per-copy measurements, a publisher can compare the "apples and oranges" of different frequencies and different circulations. It can be determined how much revenue all the ads in one copy of *Time* generated in 1983. The answer is $1.21. By comparison, a single copy of *Playboy* generated $1.19 in ad revenue.

What does that tell the media community? First of all, it shows that a spread of four times in total ad revenue is insignificant on a per-copy basis. More important, it tells the publisher or advertising executive that the value of the reader to the ad community is about equal for those two magazines. It adjusts for differences in frequency and circulation and highlights the value of using the basic unit of the magazine industry—the magazine itself.

These per-copy figures make it possible to compare magazines of any frequency and circulation easily —*Woman's Day*, which is published 15 times a year, and *Family Circle*, which is published 17 times a year, for example. *Woman's Day* has an ad revenue per copy of $1.01, while *Family Circle* has an ad revenue per copy of 96 cents.

Much like ad revenue per copy, circulation revenue per copy analysis indicates a publisher's success at persuading readers to spend money on his

editorial package, as compared to his competitors' package.

Many magazines discount subscription prices, while others sell subscriptions at full rates. Add to the balance the fact that newsstand copies are always sold at full rate and you can see that calculating a weighted per-copy average is difficult to do. But it is done conveniently in The Folio: 400 estimates.

A publisher might want to know, for example, how much a reader, on average, pays for a copy of *Forbes*. The cover price is $3. Subscriptions may sell for $25 to $36. The weighted average can be found in these charts.

How does a publisher interpret the figures? If a magazine is sold principally through newsstand sales, the reader is paying closer to the newsstand (full price), on average. If the magazine utilizes a heavy subscription discounting circulation strategy, the reader, on average, is obviously paying much less. But the question that must be asked is, What is the magazine's strategy? Is the publication recouping that income by selling that reader to advertisers?

A publisher can look at two magazines, say *Penthouse* and *Esquire*, and discover that the reader is paying $3.01 for a copy of *Penthouse* and $1.28 for a copy of *Esquire*.

Does this mean that a reader of *Penthouse* is any more coveted by the ad community than a reader of *Esquire*? No. But it does reveal a different strategy. One publisher markets the magazine as a high price item and is perhaps more likely to invest money in circulation and editorial because he is getting a greater percentage of his income from that source. This tells something to advertisers and agencies even before they look at the magazine to see the amount of color, the quality of editorial, the quality of paper and so forth.

With these two figures—circulation revenue per copy and ad revenue per copy, any magazine in The Folio: 400 can be more completely evaluated relative to its competitors to indicate who's probably having more success in the marketplace on a least common denominator basis.

Ad pages per copy provides yet another insight into a magazine's position and health. It tells members of the advertising community how many ad pages in a copy of a given magazine their specific client's ad is going to have to compete with. How many other advertisers felt this was a good enough package to invest in? Is the environment crowded? Is crowding a sign of health or acceptance? The ad page per copy measurement gives a real picture of the book, unlike gross numbers of ad pages carried per year.

The per copy analysis provides a range of in-depth tools for both the publisher and advertiser. Each piece of data fits together to form a more complete picture of a magazine and its relationship to the publishing and media communities.

Magazine publishers can use these figures to differentiate their strengths from the competition in new and meaningful ways. A tiny magazine can logically compare itself to *Reader's Digest* or *Life*. Publishers are constantly searching for meaningful ways to explain their publications and the value of their readers. These measurements are a help.□

CONSUMER

Affluence

Avg. Ad $/Copy

1	Fortune	5.60
2	Town & Country	4.97
3	Inc.	4.96
4	Forbes	4.35
5	Business Week	3.60
6	Architectural Digest	3.41
7	American Way	3.31
8	Dun's Business Month	2.84
9	Money	2.64
10	W	2.54
11	Venture	2.29
12	The New Yorker	2.17
13	Golf Digest	2.05
14	Travel & Leisure	1.96
15	Harvard Business Review	1.89
16	Gourmet	1.61
17	Bon Appetit	1.32
18	Barron's	1.25
19	New York Times Magazine	1.17
20	Smithsonian	1.10
21	The Economist	0.98
22	Signature	0.96
23	Frequent Flyer	0.86
24	Food & Wine	0.83
25	Financial World	0.82
26	High Technology	0.77
27	Natural History	0.68
28	Changing Times	0.64
29	National Geographic	0.22

Avg. Ad Pages/Copy

1	Town & Country	151
2	Architectural Digest	131
3	Forbes	126
4	Fortune	126
5	Money	119
6	Inc.	112
7	American Way	94
8	Business Week	91
9	Travel & Leisure	91
10	Golf Digest	88
11	Bon Appetit	85
12	New York Times Magazine	80
13	Gourmet	78
14	Smithsonian	78
15	The New Yorker	70
16	Venture	67
17	Dun's Business Month	66
18	Harvard Business Review	65
19	Signature	58
20	W	46
21	Barron's	44
22	Changing Times	43
23	Frequent Flyer	41
24	Food & Wine	39
25	Natural History	39
26	High Technology	29
27	National Geographic	22
28	Financial World	20
29	The Economist	17

Avg. Circ. $/Copy

1	Harvard Business Review	5.00
2	Architectural Digest	3.14
3	Frequent Flyer	3.08
4	Money	2.01
5	Town & Country	1.76
6	Inc.	1.64
7	Gourmet	1.51
8	Travel & Leisure	1.43
9	Smithsonian	1.42
10	High Technology	1.39
11	Fortune	1.35
12	The Economist	1.32
13	Forbes	1.32
14	Food & Wine	1.27
15	Natural History	1.27
16	National Geographic	1.25
17	Barron's	1.20
18	Financial World	1.20
19	Bon Appetit	1.18
20	Golf Digest	1.06
21	W	1.06
22	Changing Times	0.99
23	Venture	0.92
24	Signature	0.85
25	Business Week	0.67
26	The New Yorker	0.58
27	Dun's Business Month	0.07
28	American Way	n/a
29	New York Times Magazine	n/a

CONSUMER

Automotive

Avg. Ad $/Copy

1	Car and Driver	2.39
2	Road & Track	2.38
3	Cycle	1.83
4	Motor Trend	1.75
5	Car Craft	1.30
6	Cycle World	1.20
7	Hot Rod	1.10
8	Motorcyclist	1.04
9	4 Wheel & Off-Road	0.95
10	AutoWeek	0.74
11	Popular Hot Rodding	0.57
12	Easyriders	0.37

Avg. Ad Pages/Copy

1	Road & Track	101
2	Car and Driver	88
3	Car Craft	72
4	4 Wheel & Off-Road	67
5	Motor Trend	66
6	Cycle	57
7	Hot Rod	57
8	Cycle World	51
9	Easyriders	37
10	Popular Hot Rodding	36
11	Motorcyclist	35
12	AutoWeek	29

Avg. Circ. $/Copy

1	Easyriders	1.94
2	Popular Hot Rodding	1.51
3	Road & Track	1.28
4	Car Craft	1.26
5	4 Wheel & Off-Road	1.23
6	Hot Rod	1.07
7	Car and Driver	1.05
8	Cycle	0.97
9	Motor Trend	0.95
10	Cycle World	0.94
11	Motorcyclist	0.86
12	AutoWeek	0.41

Black

Avg. Ad $/Copy

1	Black Enterprise	2.54
2	Ebony	1.49
3	Essence	1.47
4	Jet	0.20

Avg. Ad Pages/Copy

1	Ebony	88
2	Essence	81
3	Black Enterprise	60
4	Jet	19

Avg. Circ. $/Copy

1	Ebony	1.11
2	Essence	0.92
3	Black Enterprise	0.82
4	Jet	0.76

Bridal

Avg. Ad $/Copy

1	Bride's	8.96
2	Modern Bride	8.10

Avg. Ad Pages/Copy

1	Bride's	307
2	Modern Bride	257

Avg. Circ. $/Copy

1	Modern Bride	3.01
2	Bride's	2.99

Business & Financial

Avg. Ad $/Copy

1	Fortune	5.60
2	Inc.	4.96
3	Forbes	4.35
4	Business Week	3.60
5	Dun's Business Month	2.84
6	Crain's Chicago Business	2.76
7	Black Enterprise	2.54
8	Venture	2.29
9	Industry Week	1.91
10	Harvard Business Review	1.89
11	Savvy	1.04
12	The Economist	0.98
13	Frequent Flyer	0.86
14	Financial World	0.82
15	High Technology	0.77
16	Success	0.58

Avg. Ad Pages/Copy

1	Forbes	126
2	Fortune	126
3	Inc.	112
4	Business Week	91
5	Venture	67
6	Dun's Business Month	66
7	Harvard Business Review	65
8	Black Enterprise	60
9	Industry Week	50
10	Savvy	43
11	Frequent Flyer	41
12	Success	34
13	Crain's Chicago Business	29
14	High Technology	29
15	Financial World	20
16	The Economist	17

Avg. Circ. $/Copy

1	Harvard Business Review	5.00
2	Frequent Flyer	3.08
3	Inc.	1.64
4	High Technology	1.39
5	Fortune	1.35
6	The Economist	1.32
7	Forbes	1.32
8	Financial World	1.20
9	Savvy	0.94
10	Success	0.93
11	Venture	0.92
12	Black Enterprise	0.82
13	Business Week	0.67
14	Crain's Chicago Business	0.50
15	Dun's Business Month	0.07
16	industry Week	n/a

CONSUMER

[illegible]

1	San Diego Magazine	5.32
2	D Magazine	5.20
3	Los Angeles Magazine	5.07
4	Houston Home & Garden	4.30
5	Boston Magazine	4.11
6	The Washingtonian Mag.	3.82
7	Chicago	3.68
8	Texas Monthly	3.66
9	Philadelphia Magazine	3.61
10	Texas Homes	3.17
11	Crain's Chicago Business	2.76
12	California Magazine	2.41
13	Sunset	2.34
14	Southern Living	1.77
15	New York Magazine	1.50
16	Playbill	0.85
17	Yankee	0.55
18	Arizona Highways	n/a

Avg. Ad Pages/Copy

1	Los Angeles Magazine	205
2	Sunset	148
3	Chicago	147
4	The Washingtonian Mag.	145
5	San Diego Magazine	142
6	Boston Magazine	136
7	Philadelphia Magazine	134
8	Texas Monthly	127
9	Southern Living	126
10	D Magazine	118
11	Houston Home & Garden	106
12	Yankee	95
13	Texas Homes	70
14	California Magazine	64
15	New York Magazine	58
16	Playbill	55
17	Crain's Chicago Business	29
18	Arizona Highways	n/a

[illegible]

1	Los Angeles Magazine	1.73
2	The Washingtonian Mag.	1.57
3	Texas Homes	1.46
4	Southern Living	1.39
5	San Diego Magazine	1.31
6	Texas Monthly	1.31
7	Arizona Highways	1.25
8	Chicago	1.24
9	Houston Home & Garden	1.22
10	D Magazine	1.18
11	Yankee	1.15
12	Boston Magazine	1.06
13	Philadelphia Magazine	1.03
14	California Magazine	0.82
15	Sunset	0.81
16	New York Magazine	0.63
17	Crain's Chicago Business	0.50
18	Playbill	0.01

[illegible]

[illegible]

1	PC	11.73
2	Byte	5.76
3	PC World	4.43
4	Creative Computing	2.92
5	Personal Computing	2.80
6	Softalk	2.64
7	80 Micro	2.10
8	Popular Computing	1.67
9	COMPUTE!	1.54
10	InfoWorld	1.50
11	Computers & Electronics	1.25

Avg. Ad Pages/Copy

1	PC	389
2	Byte	361
3	Personal Computing	202
4	PC World	189
5	80 Micro	184
6	Creative Computing	179
7	Softalk	161
8	COMPUTE!	149
9	Popular Computing	124
10	Computers & Electronics	59
11	InfoWorld	54

[illegible]

1	80 Micro	2.95
2	PC World	2.56
3	PC	2.48
4	Creative Computing	2.43
5	COMPUTE!	2.19
6	Byte	2.16
7	Popular Computing	1.53
8	Personal Computing	1.34
9	Computers & Electronics	1.22
10	Softalk	0.93
11	InfoWorld	0.65

Culinary

[illegible]

1	Gourmet	1.61
2	Bon Appetit	1.32
3	Cuisine	0.87
4	Food & Wine	0.83

Avg. Ad Pages/Copy

1	Bon Appetit	85
2	Gourmet	78
3	Cuisine	44
4	Food & Wine	39

Avg. Circ. $/Copy

1	Gourmet	1.51
2	Food & Wine	1.27
3	Bon Appetit	1.18
4	Cuisine	1.04

[illegible]

[illegible]

1	Esquire	2.72
2	Vanity Fair	2.42
3	The New Yorker	2.17
4	Life	1.60
5	Ebony	1.49
6	People Weekly	1.26
7	Rolling Stone	1.16
8	Smithsonian	1.10
9	The Atlantic	1.04
10	GEO	0.96

Avg. Ad Pages/Copy

1	Esquire	105
2	Yankee	95
3	Ebony	88
4	Reader's Digest	86
5	Smithsonian	78
6	The New Yorker	70
7	TV Guide	69
8	People Weekly	68
9	Life	61
10	Vanity Fair	52

Avg. Circ. $/Copy

1	Vanity Fair	2.38
2	GEO	2.19
3	Life	1.96
4	Smithsonian	1.42
5	Esquire	1.28
6	Saturday Evening Post	1.26
7	National Geographic	1.25
8	The Atlantic	1.23
9	Yankee	1.15
10	Ebony	1.11

CONSUMER

Health & Fitness

Avg. Ad $/Copy	
1 American Health	0.65
2 Prevention	0.50
3 Weight Watchers Magazine	0.43
4 Health	0.32
5 Shape	0.28

Avg. Ad Pages/Copy	
1 Prevention	76
2 Shape	48
3 American Health	43
4 Health	33
5 Weight Watchers Magazine	25

Avg. Circ. $/Copy	
1 Shape	1.81
2 American Health	1.57
3 Prevention	1.10
4 Weight Watchers Magazine	1.02
5 Health	0 91

Home Service

Avg. Ad $/Copy	
1 Houston Home & Garden	4.30
2 Architectural Digest	3.41
3 Texas Homes	3.17
4 Sunset	2.34
5 House Beautiful	2.11
6 Southern Living	1.77
7 House & Garden	1.62
8 Colonial Homes	1.46
9 Metropolitan Home	1.26
10 Better Homes and Gardens	1.13
11 Mechanix Illustrated	0.91
12 Country Journal	0.89
13 Country Living	0.80
14 Americana	0.79
15 The Family Handyman	0.75
16 Home	0.73
17 New Shelter	0.61
18 Workbench	0.56
19 Organic Gardening	0.55
20 Early American Life	0.40
21 Flower & Garden	0.37
22 1001 Home Ideas	0.28

Avg. Ad Pages/Copy	
1 Sunset	148
2 Architectural Digest	131
3 Southern Living	126
4 Better Homes and Gardens	115
5 Houston Home & Garden	106
6 House Beautiful	92
7 The Family Handyman	71
8 Mechanix Illustrated	70
9 Organic Gardening	70
10 Texas Homes	70
11 House & Garden	69
12 Workbench	66
13 Colonial Homes	64
14 Metropolitan Home	61
15 Country Living	53
16 New Shelter	49
17 Country Journal	43
18 Flower & Garden	39
19 Home	38
20 Americana	37
21 Early American Life	33
22 1001 Home Ideas	33

Avg. Circ. $/Copy	
1 Architectural Digest	3.14
2 Colonial Homes	2.27
3 House & Garden	2.25
4 Early American Life	2.20
5 Americana	1.58
6 Texas Homes	1.46
7 Country Living	1.45
8 Southern Living	1.39
9 House Beautiful	1.22
10 Houston Home & Garden	1.22
11 New Shelter	1.18
12 Country Journal	1.10
13 Home	0.98
14 Organic Gardening	0.97
15 1001 Home Ideas	0.96
16 Metropolitan Home	0.88
17 The Family Handyman	0.83
18 Sunset	0.81
19 Workbench	0.80
20 Flower & Garden	0.79
21 Better Homes and Gardens	0.71
22 Mechanix Illustrated	0.71

Inflight

Avg. Ad $/Copy	
1 American Way	3.31
2 United	2.54
3 Eastern Review	2.47
4 Delta Sky	2.02
5 TWA Ambassador	1.82
6 Pan Am Clipper	1.63

Avg. Ad Pages/Copy	
1 Eastern Review	104
2 United	97
3 American Way	94
4 Delta Sky	67
5 TWA Ambassador	54
6 Pan Am Clipper	42

Avg. Circ. $/Copy	
1 American Way	n/a
2 Delta Sky	n/a
3 Eastern Review	n/a
4 Pan Am Clipper	n/a
5 TWA Ambassador	n/a
6 United	n/a

Lifestyles

Avg. Ad $/Copy	
1 Yachting	4.36
2 Sail	3.99
3 Boating	3.83
4 Motor Boating & Sailing	3.69
5 Cruising World	2.64
6 Bicycling	2.10
7 Outside	1.78
8 Trailer Life	1.44
9 Rolling Stone	1.16
10 Runner's World	1.03

Avg. Ad Pages/Copy	
1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailing	133
4 Sail	118
5 Boating	112
6 Trailer Life	107
7 Bicycling	100
8 Organic Gardening	70
9 Western Horseman	63
10 Mother Earth News	59

Avg. Circ. $/Copy	
1 Mother Earth News	2.71
2 Early American Life	2.20
3 Sail	2.00
4 Bicycling	1.75
5 Cruising World	1.73
6 Yachting	1.69
7 Americana	1.58
8 American Health	1.57
9 Outside	1.56
10 Runner's World	1.54

Maturity

Avg. Ad $/Copy	
1 50 Plus	0.54
2 Modern Maturity	0.27
3 V.F.W. Magazine	0.15

Avg. Ad Pages/Copy	
1 Modern Maturity	39
2 V.F.W. Magazine	29
3 50 Plus	26

Avg. Circ. $/Copy	
1 50 Plus	1.07
2 Modern Maturity	0.33
3 V.F.W. Magazine	0.09

Men's Entertainment

Avg. Ad $/Copy	
1 Playboy	1.19
2 Penthouse	0.62
3 National Lampoon	0.56
4 Swank	0.20
5 Gallery	0.07
6 Players	0.07
7 Velvet	0.07
8 Genesis	0.05
9 Oui	0.03
10 Cheri	ne

Avg. Ad Pages/Copy	
1 Playboy	87
2 Penthouse	61
3 National Lampoon	26
4 Swank	21
5 Genesis	14
6 Velvet	10
7 Gallery	8
8 Players	7
9 Oui	2
10 Cheri	ne

Avg. Circ. $/Copy	
1 Velvet	3.94
2 Swank	3.75
3 Oui	3.51
4 Chic	3.48
5 Club	3.48
6 Hustler	3.48
7 High Society	3.38
8 Gallery	3.36
9 Genesis	3.24
10 Eros	3.20

Men's Lifestyles

Avg. Ad $/Copy	
1 Esquire	2.72
2 Gentlemen's Quarterly	2.56
3 Playboy	1.19
4 Penthouse	0.62
5 Soldier of Fortune	0.46

Avg. Ad Pages/Copy	
1 Gentlemen's Quarterly	121
2 Esquire	105
3 Playboy	87
4 Penthouse	61
5 Soldier of Fortune	39

Avg. Circ. $/Copy	
1 Penthouse	3.01
2 Soldier of Fortune	2.86
3 Playboy	2.31
4 Gentlemen's Quarterly	2.11
5 Esquire	1.28

Men's Service

Avg. Ad $/Copy	
1 Popular Mechanics	1.27
2 Popular Science	1.01
3 Mechanix Illustrated	0.91
4 The Family Handyman	0.75
5 New Shelter	0.61
6 Workbench	0.56

Avg. Ad Pages/Copy	
1 Popular Mechanics	99
2 Popular Science	89
3 The Family Handyman	71
4 Mechanix Illustrated	70
5 Workbench	66
6 New Shelter	49

Avg. Circ. $/Copy	
1 New Shelter	1.18
2 Popular Mechanics	0.86
3 Popular Science	0.86
4 The Family Handyman	0.83
5 Workbench	0.80
6 Mechanix Illustrated	0.71

News Magazines

Avg. Ad $/Copy	
1 Sports Illustrated	1.43
2 Newsweek	1.36
3 People Weekly	1.26
4 Time	1.21
5 U.S.News & World Report	0.87
6 TV Guide	0.30

Avg. Ad Pages/Copy	
1 TV Guide	69
2 People Weekly	68
3 Newsweek	56
4 Sports Illustrated	52
5 Time	51
6 U.S.News & World Report	35

Avg. Circ. $/Copy	
1 People Weekly	1.07
2 The Sporting News	0.79
3 Time	0.76
4 Sports Illustrated	0.73
5 U.S.News & World Report	0.66
6 Newsweek	0.63

CONSUMER

Outdoor

Avg. Ad $/Copy	
1 Sports Afield	1.77
2 Bassmaster	1.29
3 Field & Stream	1.25
4 Guns & Ammo	0.93
5 Outdoor Life	0.90
6 Petersen's Hunting	0.73
7 Shooting Times	0.51

Avg. Ad Pages/Copy	
1 Field & Stream	85
2 Sports Afield	84
3 Outdoor Life	71
4 Bassmaster	52
5 Guns & Ammo	49
6 Petersen's Hunting	40
7 Shooting Times	37

Avg. Circ. $/Copy	
1 Shooting Times	1.46
2 Bassmaster	1.29
3 Guns & Ammo	1.06
4 Sports Afield	1.04
5 Petersen's Hunting	0.85
6 Outdoor Life	0.81
7 Field & Stream	0.78

Personal Finance & Management

Avg. Ad $/Copy	
1 Money	2.64
2 Barron's	1.25
3 Changing Times	0.64
4 Success	0.58
5 Consumers Digest	0.18
6 Moneysworth	0.11
7 Consumer Reports	0.00

Avg. Ad Pages/Copy	
1 Money	119
2 Barron's	44
3 Changing Times	43
4 Success	34
5 Moneysworth	18
6 Consumers Digest	15
7 Consumer Reports	0

Avg. Circ. $/Copy	
1 Money	2.01
2 Consumers Digest	1.50
3 Consumer Reports	1.28
4 Moneysworth	1.23
5 Barron's	1.20
6 Changing Times	0.99
7 Success	0.93

Science & Nature

Avg. Ad $/Copy	
1 Scientific American	1.87
2 Spectrum Magazine	1.60
3 Omni	1.50
4 Discover	1.07
5 Science 83	0.96
6 Science Digest	0.74
7 Natural History	0.68
8 Audubon	0.67
9 Psychology Today	0.51
10 National Wildlife	n/a

Avg. Ad Pages/Copy	
1 Spectrum Magazine	85
2 Omni	69
3 Scientific American	63
4 Discover	42
5 Science 83	41
6 Natural History	39
7 Audubon	36
8 Science Digest	36
9 Psychology Today	26
10 National Wildlife	n/a

Avg. Circ. $/Copy	
1 Audubon	2.67
2 Omni	2.21
3 Scientific American	2.09
4 National Wildlife	1.75
5 Discover	1.69
6 Science Digest	1.43
7 Science 83	1.35
8 Natural History	1.27
9 Psychology Today	1.03
10 Spectrum Magazine	0.66

Sports

Avg. Ad $/Copy	
1 Yachting	4.36
2 Sail	3.99
3 Boating	3.83
4 Motor Boating & Sailing	3.69
5 Skiing	3.67
6 Ski	3.57
7 Cruising World	2.64
8 Skin Diver	2.17
9 Bicycling	2.10
10 Golf Digest	2.05
11 Tennis	1.98
12 Outside	1.78
13 Golf Magazine	1.53
14 Sports Illustrated	1.43
15 World Tennis	1.43
16 Bassmaster	1.29
17 Runner's World	1.03
18 Sport	0.77
19 The Sporting News	0.24

Avg. Ad Pages/Copy	
1 Yachting	150
2 Cruising World	141
3 Motor Boating & Sailing	133
4 Skiing	126
5 Sail	118
6 Boating	112
7 Ski	109
8 Bicycling	100
9 Golf Digest	88
10 Tennis	77
11 Skin Diver	72
12 Golf Magazine	65
13 Outside	53
14 Bassmaster	52
15 Sports Illustrated	52
16 World Tennis	50
17 Runner's World	46
18 Sport	38
19 The Sporting News	12

Avg. Circ. $/Copy	
1 Sail	2.00
2 Bicycling	1.75
3 Cruising World	1.73
4 Yachting	1.69
5 Outside	1.56
6 Runner's World	1.54
7 Boating	1.37
8 Bassmaster	1.29
9 Skiing	1.23
10 Ski	1.21
11 Motor Boating & Sailing	1.14
12 Golf Digest	1.06
13 Sport	1.00
14 Golf Magazine	0.96
15 Skin Diver	0.82
16 Tennis	0.80
17 The Sporting News	0.79
18 World Tennis	0.78
19 Sports Illustrated	0.73

CONSUMER

Sunday Magazines

Avg. Ad $/Copy	
1 New York Times Magazine	1.17
2 Family Weekly	0.16
3 Parade	0.14
4 New York News Magazine	0.10

Avg. Ad Pages/Copy	
1 New York Times Magazine	80
2 Family Weekly	16
3 Parade	14
4 New York News Magazine	13

Avg. Circ. $/Copy	
1 Family Weekly	0.00
2 New York News Magazine	0.00
3 New York Times Magazine	0.00
4 Parade	0.00

Travel

Avg. Ad $/Copy	
1 Travel & Leisure	1.96
2 Signature	0.96
3 Travel/Holiday	0.55
4 Endless Vacation	n/a

Avg. Ad Pages/Copy	
1 Travel & Leisure	91
2 Signature	58
3 Travel/Holiday	37
4 Endless Vacation	n/a

Avg. Circ. $/Copy	
1 Endless Vacation	6.39
2 Travel & Leisure	1.43
3 Signature	0.85
4 Travel/Holiday	0.76

Women-In-Business

Avg. Ad $/Copy	
1 Glamour	2.19
2 Working Woman	2.05
3 Working Mother	1.52
4 Savvy	1.04
5 Redbook Magazine	0.94
6 Ms.	0.87

Avg. Ad Pages/Copy	
1 Glamour	169
2 Working Woman	99
3 Redbook Magazine	92
4 Working Mother	68
5 Ms.	47
6 Savvy	43

Avg. Circ. $/Copy	
1 Glamour	1.44
2 Working Woman	1.13
3 Savvy	0.94
4 Working Mother	0.89
5 Redbook Magazine	0.84
6 Ms.	0.73

Women's Fashion

Avg. Ad $/Copy	
1 Vogue	4.21
2 Harper's Bazaar	2.79
3 W	2.54
4 Glamour	2.19
5 Mademoiselle	2.05

Avg. Ad Pages/Copy	
1 Vogue	259
2 Glamour	169
3 Mademoiselle	131
4 Harper's Bazaar	130
5 W	46

Avg. Circ. $/Copy	
1 Vogue	2.58
2 Harper's Bazaar	1.54
3 Mademoiselle	1.49
4 Glamour	1.44
5 W	1.06

Women's Lifestyles & Entertainment

Avg. Ad $/Copy	
1 Town & Country	4.97
2 Vogue	4.21
3 Cosmopolitan	2.25
4 Mademoiselle	2.05
5 Working Woman	2.05
6 Essence	1.47
7 Self	1.31
8 Ladycom	0.89
9 American Baby	0.76
10 True Story	0.56
11 New Woman	0.51
12 Shape	0.28
13 Playgirl	0.21
14 Soap Opera Digest	0.10

Avg. Ad Pages/Copy	
1 Vogue	259
2 Cosmopolitan	203
3 Town & Country	151
4 Mademoiselle	131
5 Working Woman	99
6 Essence	81
7 Self	77
8 True Story	59
9 Shape	48
10 New Woman	47
11 Ladycom	39
12 American Baby	38
13 Playgirl	37
14 Soap Opera Digest	11

Avg. Circ. $/Copy	
1 Vogue	2.58
2 Playgirl	2.32
3 Shape	1.81
4 Town & Country	1.76
5 Cosmopolitan	1.73
6 New Woman	1.51
7 Mademoiselle	1.49
8 Self	1.38
9 Working Woman	1.13
10 Essence	0.92
11 Soap Opera Digest	0.91
12 True Story	0.79
13 American Baby	0.07
14 Ladycom	n/a

CONSUMER

Women's Service

Avg. Ad $/Copy

1	Good Housekeeping	1.96
2	Working Mother	1.52
3	Self	1.31
4	Parents	1.29
5	Better Homes and Gardens	1.13
6	Woman's Day	1.01
7	Family Circle	0.96
8	Redbook Magazine	0.94
9	Ladies' Home Journal	0.92
10	McCall's	0.85
11	Country Living	0.80
12	American Baby	0.76
13	Creative Ideas For Living	0.58
14	New Woman	0.51
15	Prevention	0.50

Avg. Ad Pages/Copy

1	Good Housekeeping	175
2	Better Homes and Gardens	115
3	Woman's Day	107
4	Family Circle	105
5	Ladies' Home Journal	97
6	McCall's	92
7	Redbook Magazine	92
8	Parents	77
9	Self	77
10	Prevention	76
11	Working Mother	68
12	Crafts Magazine	55
13	Country Living	53
14	New Woman	47
15	Creative Ideas For Living	40

Avg. Circ. $/Copy

1	New Woman	1.51
2	Country Living	1.45
3	Self	1.38
4	Crafts Magazine	1.27
5	Good Housekeeping	1.23
6	Ladies' Home Journal	1.13
7	Prevention	1.10
8	Creative Ideas For Living	0.95
9	McCall's	0.90
10	Parents	0.90
11	Working Mother	0.89
12	Redbook Magazine	0.84
13	Woman's Day	0.79
14	Family Circle	0.73
15	Better Homes and Gardens	0.71

Youth & Teen

Avg. Ad $/Copy

1	Seventeen	1.34
2	'Teen	0.69
3	Circus Magazine	0.31
4	Boy's Life	0.20
5	Highlights for Children	n/a
6	Natl. Geographic World	n/a
7	Sesame Street	n/a

Avg. Ad Pages/Copy

1	Seventeen	109
2	'Teen	54
3	Circus Magazine	30
4	Boy's Life	23
5	Highlights for Children	0
6	Natl. Geographic World	0
7	Sesame Street	0

Avg. Circ. $/Copy

1	Circus Magazine	1.92
2	Highlights for Children	1.59
3	Seventeen	1.10
4	'Teen	0.98
5	Sesame Street	0.95
6	Natl. Geographic World	0.70
7	Boy's Life	0.47

BUSINESS

Aerospace & Aviation

Avg. Ad $/Copy

1	Bus. & Comm. Aviation	13.17
2	Aviation Wk.& Space Tech	2.50
3	Flying	1.54
4	AOPA Pilot	1.04

Avg. Ad Pages/Copy

1	Bus. & Comm. Aviation	94
2	Aviation Wk.& Space Tech	61
3	Flying	43
4	AOPA Pilot	42

Avg. Circ. $/Copy

1	Flying	1.41
2	AOPA Pilot	1.00
3	Aviation Wk.& Space Tech	0.86
4	Bus. & Comm. Aviation	n/a

Apparel

Avg. Ad $/Copy

1	Daily News Record	2.31
2	Women's Wear Daily	1.77

Avg. Ad Pages/Copy

1	Women's Wear Daily	27
2	Daily News Record	13

Avg. Circ. $/Copy

1	Women's Wear Daily	0.21
2	Daily News Record	0.20

Architecture & Housing

Avg. Ad $/Copy

1	Interior Design	12.83
2	Architectural Record	8.06
3	Progressive Architect.	5.90
4	Builder	2.51

Avg. Ad Pages/Copy

1	Interior Design	228
2	Architectural Record	109
3	Progressive Architect.	103
4	Builder	69

Avg. Circ. $/Copy

1	Interior Design	3.25
2	Architectural Record	2.16
3	Progressive Architect.	1.79
4	Builder	1.29

BUSINESS

Automotive

Avg. Ad $/Copy

1	Fleet Owner/Big Fleet Ed	6.69
2	Heavy Duty Trucking	4.72
3	Automotive News	3.05
4	Motor	2.00

Avg. Ad Pages/Copy

1	Fleet Owner/Big Fleet Ed	95
2	Heavy Duty Trucking	83
3	Automotive News	44
4	Motor	41

Avg. Circ. $/Copy

1	Motor	1.00
2	Automotive News	0.72
3	Fleet Owner/Big Fleet Ed	n/a
4	Heavy Duty Trucking	n/a

Business & Consumer Services

Avg. Ad $/Copy

1	The Travel Agent	3.54
2	Business Insurance	2.60
3	Journal of Accountancy	1.14
4	ABA Journal	1.12
5	Real Estate Today	0.12

Avg. Ad Pages/Copy

1	The Travel Agent	78
2	Journal of Accountancy	77
3	ABA Journal	54
4	Business Insurance	29
5	Real Estate Today	9

Avg. Circ. $/Copy

1	Real Estate Today	2.17
2	Journal of Accountancy	1.55
3	Business Insurance	0.45
4	ABA Journal	0.44
5	The Travel Agent	0.06

Chemicals

Avg. Ad $/Copy

1	Hydrocarbon Processing	8.77
2	Chemical Equipment	6.09
3	Chemical Engineering	5.36
4	Chem.Mkt.Rep./Chem.Bus.	5.24
5	Chemical Processing	4.26
6	Chemical Week	3.04
7	Chemical & Engrng. News	0.92

Avg. Ad Pages/Copy

1	Hydrocarbon Processing	122
2	Chemical Processing	95
3	Chemical Equipment	94
4	Chemical Engineering	87
5	Chem.Mkt.Rep./Chem.Bus.	47
6	Chemical Week	31
7	Chemical & Engrng. News	23

Avg. Circ. $/Copy

1	Chem.Mkt.Rep./Chem.Bus.	1.05
2	Chemical Engineering	0.84
3	Hydrocarbon Processing	0.72
4	Chemical Week	0.50
5	Chemical & Engrng. News	0.37
6	Chemical Equipment	n/a
7	Chemical Processing	n/a

Data Processing

Avg. Ad $/Copy

1	Data Communications	13.68
2	Communications News	9.36
3	Datamation	9.25
4	Computer Design	7.35
5	Mini-Micro Systems	7.22
6	Electronic Business	6.85
7	Computerworld	5.49
8	Computer Decisions	5.37
9	Computer Systems News	5.14
10	Infosystems	3.18
11	Interface Age	2.68
12	Information Systems News	2.13
13	MIS Week	1.23

Avg. Ad Pages/Copy

1	Datamation	201
2	Mini-Micro Systems	177
3	Computer Design	160
4	Computer Decisions	148
5	Data Communications	145
6	Communications News	116
7	Electronic Business	112
8	Computerworld	95
9	Infosystems	71
10	Interface Age	67
11	Computer Systems News	66
12	Information Systems News	39
13	MIS Week	26

Avg. Circ. $/Copy

1	Interface Age	2.30
2	Data Communications	1.53
3	Computerworld	0.70
4	Communications News	0.54
5	Computer Design	0.12
6	Computer Decisions	n/a
7	Computer Systems News	n/a
8	Datamation	n/a
9	Electronic Business	n/a
10	Information Systems News	n/a
11	Infosystems	n/a
12	Mini-Micro Systems	n/a
13	MIS Week	n/a

Education

Avg. Ad $/Copy

1	Instructor	1.79
2	Learning	1.52
3	Chronicle of Higher Ed.	1.47

Avg. Ad Pages/Copy

1	Instructor	90
2	Learning	57
3	Chronicle of Higher Ed.	39

Avg. Circ. $/Copy

1	Instructor	1.39
2	Learning	1.36
3	Chronicle of Higher Ed.	0.80

BUSINESS

Electronics

Avg. Ad $/Copy	
1 Electronic Design	7.90
2 Computer Design	7.35
3 Electronic Business	6.85
4 EDN	6.70
5 Electronic News	5.21
6 Control Engineering	5.16
7 Electronics	5.16
8 Research & Development	5.13
9 Elec. Engineering Times	4.49
10 Plant Engineering	4.12
11 Electronic Buyers' News	4.00
12 Industrial Equip. News	3.47
13 Electronic Products	2.89

Avg. Ad Pages/Copy	
1 Electronic Design	205
2 EDN	192
3 Computer Design	160
4 Electronics	151
5 Research & Development	123
6 Electronic Business	112
7 Control Engineering	109
8 Elec. Engineering Times	105
9 Electronic Products	101
10 Electronic News	94
11 Spectrum Magazine	85
12 Plant Engineering	81
13 Industrial Equip. News	69

Avg. Circ. $/Copy	
1 Electronics	0.96
2 Spectrum Magazine	0.66
3 Electronic News	0.55
4 Computer Design	0.12
5 Control Engineering	0.10
6 EDN	n/a
7 Electronic Business	n/a
8 Electronic Buyers' News	n/a
9 Electronic Design	n/a
10 Elec. Engineering Times	n/a
11 Electronic Products	n/a
12 Industrial Equip. News	n/a
13 Plant Engineering	n/a

Finance & Investing

Avg. Ad $/Copy	
1 Institutional Investor	21.28
2 Pensions & Invest. Age	4.22
3 American Banker	1.43
4 Barron's	1.25

Avg. Ad Pages/Copy	
1 Institutional Investor	156
2 Barron's	44
3 Pensions & Invest. Age	30
4 American Banker	9

Avg. Circ. $/Copy	
1 Institutional Investor	1.23
2 American Banker	1.22
3 Barron's	1.20
4 Pensions & Invest. Age	0.68

Food Service

Avg. Ad $/Copy	
1 Bakery Prodctn. & Mktg.	14.67
2 Institutional Distrib.	14.35
3 Restaurant Business	9.20
4 Restaurants & Institns.	8.85
5 Nation's Restrnt. News	6.06
6 Restaurant Hospitality	4.85

Avg. Ad Pages/Copy	
1 Bakery Prodctn. & Mktg.	167
2 Restaurant Business	162
3 Restaurants & Institns.	148
4 Institutional Distrib.	109
5 Restaurant Hospitality	99
6 Nation's Restrnt. News	78

Avg. Circ. $/Copy	
1 Nation's Restrnt. News	0.63
2 Bakery Prodctn. & Mktg.	n/a
3 Institutional Distrib.	n/a
4 Restaurant Business	n/a
5 Restaurant Hospitality	n/a
6 Restaurants & Institns.	n/a

Industrial Products & Design Engineering

Avg. Ad $/Copy	
1 EC&M	6.63
2 Control Engineering	5.16
3 Research & Development	5.13
4 Design News	4.21
5 Plant Engineering	4.12
6 New Equipment Digest	3.75
7 Industrial Equip. News	3.47
8 Machine Design	3.33
9 A.C.,Htg. & Ref. News	3.07

Avg. Ad Pages/Copy	
1 Design News	169
2 Machine Design	132
3 Research & Development	123
4 Control Engineering	109
5 Material Handling Engrg.	102
6 EC&M	96
7 Plant Engineering	81
8 New Equipment Digest	79
9 Industrial Equip. News	59

Avg. Circ. $/Copy	
1 EC&M	1.50
2 A.C.,Htg. & Ref. News	0.61
3 Control Engineering	0.10
4 Design News	n/a
5 Industrial Equip. News	n/a
6 Machine Design	n/a
7 Material Handling Engrg.	n/a
8 New Equipment Digest	n/a
9 Plant Engineering	n/a

Marketing

Avg. Ad $/Copy	
1 Sales & Marketing Mgmt.	5.53
2 Advertising Age	5.05
3 Adweek	4.71

Avg. Ad Pages/Copy	
1 Advertising Age	69
2 Sales & Marketing Mgmt.	65
3 Adweek	41

Avg. Circ. $/Copy	
1 Sales & Marketing Mgmt.	2.60
2 Advertising Age	0.91
3 Adweek	0.61

BUSINESS

Medical

Avg. Ad $/Copy	
1 Postgraduate Medicine	5.13
2 Modern Healthcare	4.79
3 Amer. Family Physician	4.60
4 Consultant	4.46
5 Medical Economics	4.30
6 Physician's Management	4.20
7 Annals of Internal Med.	4.13
8 Modern Medicine	3.98
9 Physician & Sports Med.	3.76
10 Patient Care	3.44
11 MD Magazine	3.35
12 Diversion	3.32
13 Hospital Practice	3.29
14 Hospitals	2.76
15 Drug Therapy	2.72

Avg. Ad Pages/Copy	
1 Postgraduate Medicine	196
2 Amer. Family Physician	187
3 MD Magazine	164
4 Annals of Internal Med.	163
5 Diversion	163
6 Hospital Practice	160
7 Medical Economics	157
8 Consultant	156
9 Physician's Management	155
10 Drug Therapy	151
11 Modern Medicine	149
12 Practical Cardiology	130
13 Emergency Medicine	128
14 Patient Care	117
15 Modern Healthcare	106

Avg. Circ. $/Copy	
1 Annals of Internal Med.	3.42
2 New England Jnl. of Med.	0.90
3 Modern Healthcare	0.32
4 Medical Economics	0.22
5 Hospitals	0.11
6 Journal of the AMA	0.10
7 Medical World News	0.06
8 American Medical News	0.01
9 Amer. Family Physician	n/a
10 Consultant	n/a
11 Diversion	n/a
12 Drug Therapy	n/a
13 Emergency Medicine	n/a
14 Hospital Practice	n/a
15 MD Magazine	n/a

Metals

Avg. Ad $/Copy	
1 American Machinist	6.33
2 Iron Age	1.44
3 AMM	0.48

Avg. Ad Pages/Copy	
1 American Machinist	108
2 Iron Age	35
3 AMM	7

Avg. Circ. $/Copy	
1 AMM	0.39
2 Iron Age	0.06
3 American Machinist	n/a

Nursing

Avg. Ad $/Copy	
1 Nursing '83	1.07
2 RN	0.90
3 American Jrnl.of Nursing	0.85

Avg. Ad Pages/Copy	
1 Nursing '83	68
2 American Jrnl.of Nursing	60
3 RN	54

Avg. Circ. $/Copy	
1 American Jrnl.of Nursing	1.26
2 Nursing '83	1.17
3 RN	1.17

Petroleum

Avg. Ad $/Copy	
1 Hydrocarbon Processing	8.77
2 Oil & Gas Journal	4.28

Avg. Ad Pages/Copy	
1 Hydrocarbon Processing	122
2 Oil & Gas Journal	80

Avg. Circ. $/Copy	
1 Hydrocarbon Processing	0.72
2 Oil & Gas Journal	0.60

Retail Management

Avg. Ad $/Copy	
1 Chain Store Age G.M.E.	15.01
2 Computer Merchandising	13.87
3 Gifts & Decorative Acc.	13.22
4 Bldg. Supply & Home Ctrs	12.57
5 Natl. Home Center News	12.11
6 Discount Store News	10.40
7 National Jeweler	8.96
8 Progressive Grocer	7.50
9 HFD	7.08
10 Consumer Electronics	6.21

Avg. Ad Pages/Copy	
1 Gifts & Decorative Acc.	193
2 Computer Merchandising	173
3 Hardware Retailing	129
4 Bldg. Supply & Home Ctrs	121
5 National Jeweler	97
6 Consumer Electronics	92
7 Progressive Grocer	90
8 Natl. Home Center News	81
9 Chain Store Age G.M.E.	79
10 HFD	66

Avg. Circ. $/Copy	
1 Gifts & Decorative Acc.	1.98
2 Chain Store Age G.M.E.	0.67
3 Drug Store News	0.45
4 HFD	0.41
5 Discount Store News	0.35
6 National Jeweler	0.34
7 Supermarket News	0.22
8 Hardware Retailing	0.16
9 Drug Topics	0.04
10 Bldg. Supply & Home Ctrs	n/a

Top 100 Consumer Magazines by Ad Revenue per Copy

1	PC	11.73	51	Venture	2.29
2	Bride's	8.96	52	Cosmopolitan	2.25
3	Modern Bride	8.10	53	Glamour	2.19
4	Byte	5.76	54	The New Yorker	2.17
5	Fortune	5.60	55	Skin Diver	2.17
6	San Diego Magazine	5.32	56	House Beautiful	2.11
7	D Magazine	5.20	57	Bicycling	2.10
8	Los Angeles Magazine	5.07	58	80 Micro	2.10
9	Town & Country	4.97	59	Golf Digest	2.05
10	Inc.	4.96	60	Mademoiselle	2.05
11	Art In America	4.54	61	Working Woman	2.05
12	PC World	4.43	62	Delta Sky	2.02
13	Yachting	4.36	63	Tennis	1.98
14	Forbes	4.35	64	Good Housekeeping	1.96
15	Houston Home & Garden	4.30	65	Stereo Review	1.96
16	Vogue	4.21	66	Travel & Leisure	1.96
17	Boston Magazine	4.11	67	Industry Week	1.91
18	Sail	3.99	68	Harvard Business Review	1.89
19	Boating	3.83	69	Scientific American	1.87
20	The Washingtonian Mag.	3.82	70	Cycle	1.83
21	Motor Boating & Sailing	3.69	71	TWA Ambassador	1.82
22	Chicago	3.68	72	Audio	1.78
23	Skiing	3.67	73	Outside	1.78
24	Texas Monthly	3.66	74	Southern Living	1.77
25	Philadelphia Magazine	3.61	75	Sports Afield	1.77
26	Business Week	3.60	76	Motor Trend	1.75
27	Ski	3.57	77	Video Review	1.68
28	Architectural Digest	3.41	78	Popular Computing	1.67
29	American Way	3.31	79	Modern Photography	1.66
30	Texas Homes	3.17	80	Pan Am Clipper	1.63
31	Creative Computing	2.92	81	House & Garden	1.62
32	Dun's Business Month	2.84	82	Gourmet	1.61
33	Personal Computing	2.80	83	Life	1.60
34	Harper's Bazaar	2.79	84	COMPUTE!	1.54
35	Crain's Chicago Business	2.76	85	Golf Magazine	1.53
36	Esquire	2.72	86	Working Mother	1.52
37	Cruising World	2.64	87	InfoWorld	1.50
38	Money	2.64	88	New York Magazine	1.50
39	Popular Photography	2.64	89	Omni	1.50
40	Softalk	2.64	90	Ebony	1.49
41	Gentlemen's Quarterly	2.56	91	Essence	1.47
42	Black Enterprise	2.54	92	Colonial Homes	1.46
43	United	2.54	93	American Photographer	1.44
44	W	2.54	94	Trailer Life	1.44
45	Eastern Review	2.47	95	Navy Times	1.43
46	Vanity Fair	2.42	96	Sports Illustrated	1.43
47	California Magazine	2.41	97	World Tennis	1.43
48	Car and Driver	2.39	98	Newsweek	1.36
49	Road & Track	2.38	99	Air Force Times	1.34
50	Sunset	2.34	100	Seventeen	1.34

Top 100 Consumer Magazines by Ad Pages per Copy

1	PC	389
2	Byte	361
3	Bride's	307
4	Vogue	259
5	Modern Bride	257
6	Los Angeles Magazine	205
7	Cosmopolitan	203
8	Personal Computing	202
9	PC World	189
10	80 Micro	184
11	Creative Computing	179
12	Good Housekeeping	175
13	Glamour	169
14	Softalk	161
15	Town & Country	151
16	Yachting	150
17	COMPUTE!	149
18	Sunset	148
19	Chicago	147
20	The Washingtonian Mag.	145
21	San Diego Magazine	142
22	Cruising World	141
23	Boston Magazine	136
24	Philadelphia Magazine	134
25	Motor Boating & Sailing	133
26	Architectural Digest	131
27	Mademoiselle	131
28	Harper's Bazaar	130
29	Texas Monthly	127
30	Forbes	126
31	Fortune	126
32	Skiing	126
33	Southern Living	126
34	Popular Computing	124
35	Gentlemen's Quarterly	121
36	Art In America	119
37	Money	119
38	D Magazine	118
39	Sail	118
40	Better Homes and Gardens	115
41	Boating	112
42	Inc.	112
43	Popular Photography	111
44	Modern Photography	109
45	Seventeen	109
46	Ski	109
47	Trailer Life	107
48	Woman's Day	107
49	Houston Home & Garden	106
50	Esquire	105
51	Family Circle	105
52	Eastern Review	104
53	Road & Track	101
54	Bicycling	100
55	Popular Mechanics	99
56	Working Woman	99
57	Ladies' Home Journal	97
58	United	97
59	Yankee	95
60	American Way	94
61	House Beautiful	92
62	McCall's	92
63	Redbook Magazine	92
64	Business Week	91
65	Travel & Leisure	91
66	Model Railroader	89
67	Popular Science	89
68	Car and Driver	88
69	Ebony	88
70	Golf Digest	88
71	Playboy	87
72	Reader's Digest	86
73	Bon Appetit	85
74	Field & Stream	85
75	Sports Afield	84
76	Essence	81
77	New York Times Magazine	80
78	Gourmet	78
79	Smithsonian	78
80	Parents	77
81	Self	77
82	Tennis	77
83	Prevention	76
84	Car Craft	72
85	Skin Diver	72
86	The Family Handyman	71
87	Outdoor Life	71
88	Mechanix Illustrated	70
89	The New Yorker	70
90	Organic Gardening	70
91	Texas Homes	70
92	House & Garden	69
93	Omni	69
94	TV Guide	69
95	People Weekly	68
96	Working Mother	68
97	Delta Sky	67
98	4 Wheel & Off-Road	67
99	Linn's Stamp News	67
100	Venture	67

CONSUMER

Top 100 Consumer Magazines by Circulation Revenue per Copy

1	Endless Vacation	6.39
2	Harvard Business Review	5.00
3	Velvet	3.94
4	Swank	3.75
5	Oui	3.51
6	Chic	3.48
7	Club	3.48
8	Hustler	3.48
9	High Society	3.38
10	Art In America	3.36
11	Gallery	3.36
12	Genesis	3.24
13	Eros	3.20
14	Club International	3.17
15	Architectural Digest	3.14
16	Frequent Flyer	3.08
17	Modern Bride	3.01
18	Penthouse	3.01
19	Bride's	2.99
20	Cheri	2.99
21	80 Micro	2.95
22	Soldier of Fortune	2.86
23	Players	2.74
24	Mother Earth News	2.71
25	Audubon	2.67
26	Vogue	2.58
27	PC World	2.56
28	PC	2.48
29	Creative Computing	2.43
30	Vanity Fair	2.38
31	Playgirl	2.32
32	Playboy	2.31
33	Colonial Homes	2.27
34	House & Garden	2.25
35	Omni	2.21
36	Early American Life	2.20
37	COMPUTE!	2.19
38	GEO	2.19
39	Byte	2.16
40	Gentlemen's Quarterly	2.11
41	Scientific American	2.09
42	Money	2.01
43	Forum	2.00
44	Sail	2.00
45	Life	1.96
46	Easyriders	1.94
47	Circus Magazine	1.92
48	Heavy Metal	1.88
49	Shape	1.81
50	Town & Country	1.76
51	Bicycling	1.75
52	National Wildlife	1.75
53	Cosmopolitan	1.73
54	Cruising World	1.73
55	Los Angeles Magazine	1.73
56	Discover	1.69
57	Yachting	1.69
58	Model Railroader	1.66
59	Inc.	1.64
60	Highlights for Children	1.59
61	Americana	1.58
62	American Health	1.57
63	The Washingtonian Mag.	1.57
64	Outside	1.56
65	Harper's Bazaar	1.54
66	Runner's World	1.54
67	Popular Computing	1.53
68	National Lampoon	1.52
69	American Artist	1.51
70	Gourmet	1.51
71	New Woman	1.51
72	Popular Hot Rodding	1.51
73	Consumers Digest	1.50
74	Hadassah Magazine	1.50
75	Mademoiselle	1.49
76	Video Review	1.48
77	Shooting Times	1.46
78	Texas Homes	1.46
79	Country Living	1.45
80	Glamour	1.44
81	Science Digest	1.43
82	Travel & Leisure	1.43
83	Smithsonian	1.42
84	High Technology	1.39
85	Southern Living	1.39
86	Moody Monthly	1.38
87	Self	1.38
88	Boating	1.37
89	Fortune	1.35
90	Science 83	1.35
91	Games	1.34
92	Personal Computing	1.34
93	The Economist	1.32
94	Forbes	1.32
95	San Diego Magazine	1.31
96	Texas Monthly	1.31
97	Bassmaster Magazine	1.29
98	Consumer Reports	1.28
99	Esquire	1.28
100	Road & Track	1.28

BUSINESS

Top 100 Business Magazines by Ad Revenue per Copy

1	Institutional Investor	21.28
2	Chain Store Age G.M.E.	15.01
3	Bakery Prodctn. & Mktg.	14.67
4	Institutional Distrib.	14.35
5	Computer Merchandising	13.87
6	Data Communications	13.68
7	Gifts & Decorative Acc.	13.22
8	Bus. & Comm. Aviation	13.17
9	Meetings & Conventions	13.06
10	Interior Design	12.83
11	Bldg. Supply & Home Ctrs	12.57
12	Natl. Home Center News	12.11
13	Discount Store News	10.40
14	Communications News	9.36
15	Datamation	9.25
16	Restaurant Business	9.20
17	National Jeweler	8.96
18	Restaurants & Institns.	8.85
19	Modern Plastics	8.80
20	Hydrocarbon Processing	8.77
21	Meeting News	8.15
22	Architectural Record	8.06
23	Progressive Grocer	7.50
24	Computer Design	7.35
25	Mini-Micro Systems	7.22
26	HFD	7.08
27	Electronic Business	6.85
28	Electronic Design	6.79
29	Fleet Owner/Big Fleet Ed	6.69
30	EC&M	6.63
31	American Machinist	6.33
32	EDN	6.26
33	Consumer Electronics	6.21
34	Chemical Equipment	6.09
35	Successful Meetings	6.07
36	Nation's Restrnt. News	6.06
37	Hardware Retailing	6.05
38	Building Dsgn. & Const.	6.02
39	Progressive Architect.	5.90
40	Power	5.83
41	Packaging Digest	5.66
42	Sales & Marketing Mgmt.	5.53
43	Computerworld	5.49
44	The Blood Horse	5.40
45	Computer Decisions	5.37
46	Multichannel News	5.37
47	Chemical Engineering	5.36
48	Graphic Arts Monthly	5.28
49	Chem.Mkt.Rep./Chem.Bus.	5.24
50	Electronic News	5.21
51	Control Engineering	5.16
52	Electronics	5.16
53	Computer Systems News	5.14
54	Postgraduate Medicine	5.13
55	Research & Development	5.13
56	Advertising Age	5.05
57	Restaurant Hospitality	4.85
58	Modern Healthcare	4.79
59	Telephone Engnr. & Mgt.	4.73
60	Heavy Duty Trucking	4.72
61	Adweek	4.71
62	Drug Store News	4.70
63	Packaging	4.61
64	Amer. Family Physician	4.60
65	Elec. Engineering Times	4.49
66	Purchasing Magazine	4.49
67	Consultant	4.46
68	Medical Economics	4.30
69	Oil & Gas Journal	4.28
70	Chemical Processing	4.26
71	Pensions & Invest. Age	4.22
72	Design News	4.21
73	Physician's Management	4.20
74	Annals of Internal Med.	4.13
75	Plant Engineering	4.12
76	Electronic Buyers' News	4.00
77	Modern Medicine	3.98
78	Physician & Sports Med.	3.76
79	New Equipment Digest	3.75
80	The Travel Agent	3.54
81	Industrial Equip. News	3.47
82	The Office	3.46
83	Patient Care	3.44
84	Mod. Materials Handlg.	3.43
85	MD	3.35
86	Machine Design	3.33
87	Diversion	3.32
88	Hospital Practice	3.29
89	Supermarket News	3.24
90	Telephony	3.23
91	Modern Salon	3.20
92	Infosystems	3.18
93	A.C.,Htg. & Ref. News	3.07
94	Material Handling Engrg.	3.06
95	Automotive News	3.05
96	Chemical Week	3.04
97	Electronic Products	2.89
98	Modern Office Technology	2.86
99	Billboard	2.82
100	Hospitals	2.76

BUSINESS

Top 100 Business Magazines by Ad Pages per Copy

1	Interior Design	228
2	The High Plains Journal	221
3	Electronic Design	205
4	Datamation	201
5	Postgraduate Medicine	196
6	Gifts & Decorative Acc.	193
7	EDN	192
8	Amer. Family Physician	187
9	Mini-Micro Systems	177
10	Computer Merchandising	173
11	Design News	169
12	Bakery Prodctn. & Mktg.	167
13	MD	164
14	Annals of Internal Med.	163
15	Diversion	163
16	Restaurant Business	162
17	Computer Design	160
18	Hospital Practice	160
19	Medical Economics	157
20	Consultant	156
21	Institutional Investor	156
22	Physician's Management	155
23	Drug Therapy (Office)	151
24	Electronics	151
25	Meetings & Conventions	149
26	Modern Medicine	149
27	The Office	149
28	Computer Decisions	148
29	Restaurants & Institns.	148
30	Data Communications	145
31	Graphic Arts Monthly	141
32	Machine Design	132
33	Practical Cardiology	130
34	Hardware Retailing	129
35	Emergency Medicine	128
36	The Blood Horse	127
37	Research & Development	123
38	Hydrocarbon Processing	122
39	Bldg. Supply & Home Ctrs	121
40	Patient Care	117
41	Communications News	116
42	Meeting News	113
43	Purchasing Magazine	113
44	Electronic Business	112
45	Architectural Record	109
46	Control Engineering	109
47	Institutional Distrib.	109
48	American Machinist	108
49	Modern Healthcare	106
50	Elec. Engineering Times	105
51	Progressive Architect.	103
52	Material Handling Engrg.	102
53	Physician & Sports Med.	102
54	Electronic Products	101
55	Modern Office Technology	101
56	Power	100
57	Packaging Digest	99
58	Restaurant Hospitality	99
59	Successful Meetings	99
60	National Jeweler	97
61	EC&M	96
62	Chemical Processing	95
63	Computerworld	95
64	Fleet Owner/Big Fleet Ed	95
65	Bus. & Comm. Aviation	94
66	Chemical Equipment	94
67	Electronic News	94
68	Telephone Engnr. & Mgt.	93
69	Consumer Electronics	92
70	Building Dsgn. & Const.	91
71	Mod. Materials Handlg.	91
72	Instructor	90
73	Progressive Grocer	90
74	Chemical Engineering	87
75	Modern Plastics	87
76	Packaging	87
77	Spectrum Magazine	85
78	Journal of the AMA	84
79	Heavy Duty Trucking	83
80	Natl. Home Center News	81
81	Plant Engineering	81
82	Oil & Gas Journal	80
83	Chain Store Age G.M.E.	79
84	New Equipment Digest	79
85	Nation's Restrnt. News	78
86	New England Jnl. of Med.	78
87	The Travel Agent	78
88	Journal of Accountancy	77
89	Hospitals	74
90	Infosystems	71
91	Advertising Age	69
92	Builder	69
93	Industrial Equip. News	69
94	Telephony	69
95	Nursing '83	68
96	Interface Age	67
97	Computer Systems News	66
98	HFD	66
99	Modern Salon	65
100	Sales & Marketing Mgmt.	65

BUSINESS

Top 80 Business Magazines by Circulation Revenue per Copy

1	Annals of Internal Med.	3.42
2	Interior Design	3.25
3	Billboard	2.64
4	Sales & Marketing Mgmt.	2.60
5	Interface Age	2.30
6	Real Estate Today	2.17
7	Architectural Record	2.16
8	Gifts & Decorative Acc.	1.98
9	Modern Plastics	1.95
10	Progressive Architect.	1.79
11	Journal of Accountancy	1.55
12	Data Communications	1.53
13	EC&M	1.50
14	Flying	1.41
15	Instructor	1.39
16	Learning	1.36
17	Builder	1.29
18	American Jrnl.of Nursing	1.26
19	Institutional Investor	1.23
20	American Banker	1.22
21	Nursing '83	1.17
22	RN	1.17
23	The Blood Horse	1.13
24	Publishers Weekly	1.12
25	Chem.Mkt.Rep./Chem.Bus.	1.05
26	Modern Salon	1.02
27	AOPA Pilot	1.00
28	Motor	1.00
29	Electronics	0.96
30	Power	0.95
31	Advertising Age	0.91
32	New England Jnl. of Med.	0.90
33	Aviation Wk.& Space Tech	0.86
34	Chemical Engineering	0.84
35	Chronicle of Higher Ed.	0.80
36	Progressive Farmer	0.73
37	Automotive News	0.72
38	Hydrocarbon Processing	0.72
39	Computerworld	0.70
40	Pensions & Invest. Age	0.68
41	Chain Store Age G.M.E.	0.67
42	Spectrum Magazine	0.66
43	Engineering News-Record	0.63
44	Nation's Restrnt. News	0.63
45	Adweek	0.61
46	A.C.,Htg. & Ref. News	0.61
47	Oil & Gas Journal	0.60
48	Farm Journal	0.57
49	Science	0.57
50	Electronic News	0.55
51	Communications News	0.54
52	Telephony	0.54
53	Chemical Week	0.50
54	Business Insurance	0.45
55	Drug Store News	0.45
56	Successful Farming	0.45
57	ABA Journal	0.44
58	The High Plains Journal	0.43
59	Telephone Engnr. & Mgt.	0.42
60	HFD	0.41
61	Prairie Farmer	0.41
62	Wallace's Farmer	0.41
63	AMM	0.39
64	Chemical & Engrng. News	0.37
65	Discount Store News	0.35
66	National Jeweler	0.34
67	Modern Healthcare	0.32
68	The Farmer	0.30
69	Multichannel News	0.29
70	Hoard's Dairyman	0.27
71	Medical Economics	0.22
72	Supermarket News	0.22
73	Women's Wear Daily	0.21
74	Daily News Record	0.20
75	Hardware Retailing	0.16
76	Computer Design	0.12
77	Hospitals	0.11
78	Control Engineering	0.10
79	Journal of the AMA	0.10
80	Iron Age	0.06